



DEPARTMENT OF PLANNING AND DEVELOPMENT

723 West Markham Street  
Little Rock, Arkansas 72201-1334

Phone: (501) 371-4790 Fax: (501) 399-3435

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**STAFF REPORT**  
**ITEM NO. Three.**

**DATE:** *December 14, 2015*

**APPLICANT:** *Robert Fegtly, DDF Consulting*

**ADDRESS:** *521 & 601 Rock Street and 409 & 411 E 6th Street*

**COA REQUEST:** *Signage*

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**PROJECT BACKGROUND AND DESCRIPTION:**

The subject property is located in four separate houses near the intersection of Rock and 6th Streets. The legal descriptions are as follows:

- 521 Rock Street is Lot 6R Block 150 being a replat of lots 5 and 6.
- 601 Rock Street is the West 93' of Lots 1 & 2 and the South 12' of the East 50' of Lot 2 Block 151.
- 409 E 6th Street is the East 50' of Lot 1 and the North 35' of the East 50' of Lot 2, Block 151.
- 411 East 6th Street is the North 10' of lot 10 and all of lots 11 and 12 Block 151.

All are in the Original City of Little Rock, Pulaski County, Arkansas."

The Kempner House at 521 South Rock was built around 1910. The 2006 survey form states: "Italianate style with large roof brackets and decorative columned porch." It is considered a "Contributing Structure" to the MacArthur Park Historic District. It has a façade easement upon it for the structure.

The Nash House at 601 South Rock was built in 1907. The architect was Charles Thompson. The 2006 survey form states: "A Georgian Revival subset of Colonial Revival showing extensive dentil work and prominent gable returns at roof. Decorative ionic columns and elliptical fan light are prominent". It is considered a "Contributing Structure" to the MacArthur Park Historic District and was individually listed in 1982.

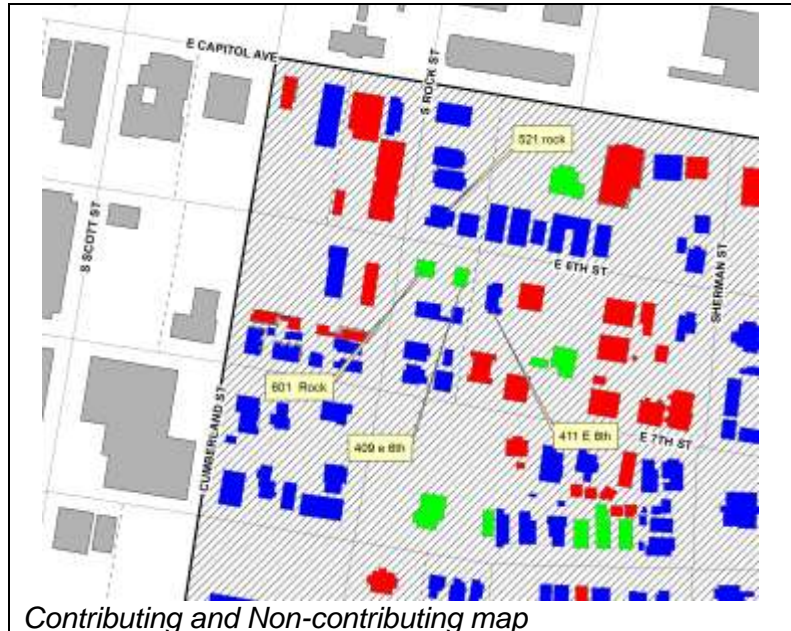
The Nash House at 409 E 6th Street was built in 1907. The architect was Charles Thompson. The 2006 survey form states: "A National Register property similar to an adjacent Thompson designed home. Large ionic (paired) columns and decorative dormer with Palladian window



*Location of Project*

provides decoration". It is considered a "Contributing Structure" to the MacArthur Park Historic District and was individually listed in 1982.

The Seimer House at 411 E 6th Street was built around 1880. The 2006 survey form states: "Italianate style with minimal detailing. Heavy cornice trim, tall narrow windows with vertical mullion, the large one story porch with square posts and beveled and turned detailing are expresses in this two story structure." It is considered a "Contributing Structure" to the MacArthur Park Historic District.



*Contributing and Non-contributing map*

The proposal is to replace the existing signage at 5221 Rock, 409 and 411 E 6<sup>th</sup> and add a sign at 601 Rock Street. The existing sign at 521 Rock is a monument style sign and would be replaced with a larger monument style sign. The other three signs would be identical, with the exception of the street address

#### **PREVIOUS ACTIONS ON THIS SITE:**

On June 23, 2014, at 521 Rock, a COC was issued to DDF for fencing around the generator.

On June 23, 2014 at 409 E 6th Street, a COC was issued to DDF for step repair and storm damage to landscaping.

On June 23, 2014 at 411 E 6th Street, a COC was issued to DDF for fencing and vinyl siding repair.

On March 21, 2013, at 521 Rock, a COC was issued to DDF for the location and installation of a generator.

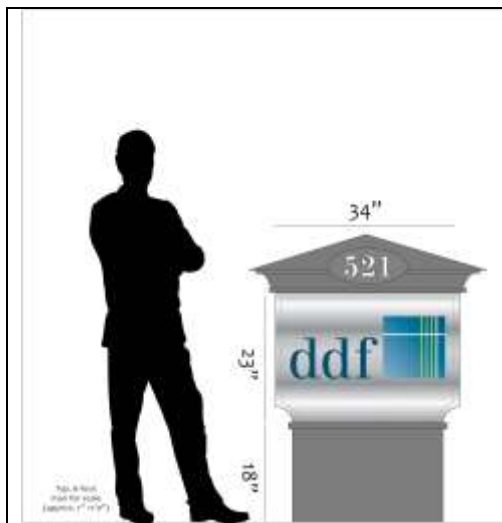
On March 4, 2011 at 409 and 411 E 6th street, a COC was issued for fencing around air-conditioning units.

On February 22, 2008 at 601 Rock, a COC was issued to DDF fro roof damage due to wind.

On October 7, 2004, at 601 Rock, a COC was approved and issued to DDF to install signage.

#### **PROPOSAL AND WRITTEN ANALYSIS OF THE APPLICATION BASED OFF OF INTENT AND GUIDELINES:**

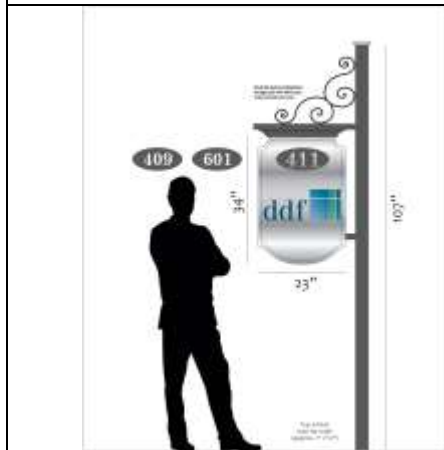
The proposal is to replace the existing signage at 5221 Rock, 409 and 411 E 6<sup>th</sup> and add a sign at 601 Rock Street. The existing sign at 521 Rock is a monument style sign and would be replaced with a larger monument style sign. The other three signs would be identical, with the exception of the street address.



Proposed sign at 521 Rock



Existing sign at 521 Rock



Proposed sign at 409, 411 and 601.



Existing sign at 409 E 6<sup>th</sup>.



Existing sign at 411 E 6<sup>th</sup>.

The guidelines state on page 58:

### E. SIGNS

*Signs should be subordinate to the architecture and overall character throughout the district. Historic signs should be preserved, including "ghost" signs on the sides of buildings.*

#### 1. Attached to Building:

*Signs attached to a building should not cover or obscure architectural features. Signs may be painted on windows, doors, or small panels at entrances or on awnings. Small signs may be flush-mounted on a building wall; may be hung on porches between posts; or may project from the structure. A sign on a masonry wall should be mounted in the mortar, not the masonry.*

#### 2. Free-Standing:

*Free-standing signs should be low, small, and constructed of wood or a non-shiny finish. The recommended size should not exceed six square feet in area. These signs should be located in landscaped areas. All ground mounted (free standing) signs in the UU*

*zoning district must be approved by the Board of Adjustment in addition to the Historic District Commission. Examples of appropriate signs are illustrated to the right. For signs in the R4-A district, please consult Staff for further information.*

*3. Materials for signs:*

*Materials used for signs should be traditional, such as finished wood, glass, copper, or bronze, not plywood, plastic, unfinished wood, neon or other internally lighted materials, or flashing lights. Materials should be compatible with the building materials.*

*4. Design of signs:*

*The design of the signs should be appropriate to the building, in size, lettering, and style. Business logos or symbols are desirable. If several businesses share a building, coordinate the signs. Flashing, rotating, moveable, or portable signs should not be used.*

*5. Lighting of signs:*

*Lighting of signs should be from remote sources, preferably from the ground aimed directly at the sign and shielded from street view. Lighting should not use visible bulbs, internal sources or luminous paint.*

The sign at 521 Rock Street, the monument style sign will be placed in the same position as the existing sign. The sign face will be made of 3/16" aluminum plate cut to the profile shape. The address oval, accent bars and logos are also cut from 3/16" aluminum plate and adhered to the face of the sign. The artwork on the sign is a high performance vinyl digitally printed and adhered to the face of the sign. The sign is one sided. The sign will be welded to 2" square aluminum tubing that is secured in concrete.

The overall height of the sign is 54". The base of the sign is 18" tall, the body of the sign is 23" and the cornice is an additional 11" in height. The overall width is 44". The body of the sign is 34" wide and the square footage of that portion is 5.43, under the recommended six square feet. The overall size is 12.29 sf when adding the three portions together. The sign will not be illuminated.

The pole mounted signs at 601 Rock, 409 and 411 E 6<sup>th</sup> streets will be placed in the same position when replacing an existing sign as shown on the surveys. The pole for the sign will be a 3" square aluminum tubing. These signs are two sided. The sign faces will be cut from 1/8" aluminum plate and welded to a 2" x 1" channel to give the appearance that the sign is a solid 2" thick. The oval with the street address will be a 3/16" aluminum plate that is applied to the face of the sign. The artwork on the sign is a high performance vinyl digitally printed and adhered to the face of the sign.

The height of the pole measures almost 90". The sign face measures 27" x 18", 3.375 square feet, below the recommended six square feet. The signs will not be illuminated.

Staff spoke with Public Works Traffic division about visibility obstruction at the intersections of streets. The sign at 521 Rock does not create a visibility obstruction because of the one way streets. The sign at 601 may create one. This may result in the sign being moved toward the house or the sign being installed higher on the pole. This may result in the scrollwork at the top of the sign being modified.

Staff surveyed other signs of this type in the historic district from Capitol to 9<sup>th</sup> Street. 90" tall was not an uncommon height. Some were taller, but most were over 8' in height.

Staff believes that it is important that the signs not be of a shiny finish, they should be matte. When viewed against other signs in the area, these are of an appropriate scale.

**NEIGHBORHOOD COMMENTS AND REACTION:** At the time of distribution, there was one phone call of a neutral nature.

**STAFF RECOMMENDATION:** Approval with the following conditions:

1. Obtaining a sign permit or transfer existing permit for each sign.
2. Work with Public Works Traffic Division to determine that the signage will not create a visibility obstruction. Contact Greg Clay at 379-1811.





DEPARTMENT OF PLANNING AND DEVELOPMENT

723 West Markham Street  
Little Rock, Arkansas 72201-1334  
Phone: (501) 371-4790 Fax: (501) 399-3435

**APPLICATION FOR A  
CERTIFICATE OF APPROPRIATENESS**

1. Application Date: November 5, 2015
2. Date of Public Hearing: December 14, 2015 at 5:00 p.m.
3. Address of Property: 521 and 601 Rock Street; and 409 and 411 E 6th Street
4. Legal Description of Property: See attached document
5. Property Owner (Printed Name, Address, Phone, Email):  
DD&F Building LLC and DD&F Building 2 LLC, Attn: Randy Dennis  
521 Rock Street, Little Rock, AR 72202 Phone: (501) 374-2600 rdennis@ddfconsulting.com
6. Owner's Agent (Printed Name, Address, Phone, Email):  
Robert Fegtly, 521 Rock Street, Little Rock, AR 72202 (501) 374-2600  
rfegtly@ddfconsulting.com
7. Brief Project Description: Replace existing signs with new signs at 521 Rock; 409 and 411 E 6th Streets; add new sign at 601 Rock Street.  
See attached for sign details.
8. Estimated Cost of Improvements: \$10,000.00
9. Zoning Classification: Is the proposed change a permitted use? Yes No
10. Signature of Owner or Agent: [Signature]  
(The owner will need to authorize any Agent or person representing the owner at the public hearing).

NOTE: Should there be changes during construction (design, materials, size, etc.) from the approved COA, applicant shall notify Commission staff and take appropriate actions. Approval by the Commission does not excuse applicant or property from compliance with other applicable codes, ordinances or policies of the city unless stated by the Commission or staff. Responsibility for identifying such codes, ordinances, or policies rests with the applicant, owner, or agent.

(This section to be completed by staff):

Little Rock Historic District Commission Action

   Denied    Withdrawn    Approved    Approved with Conditions    See Attached Conditions

Staff Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Revised 8/2012

*Application*



DD&F Consulting Group  
521 South Rock Street  
Little Rock, AR 72202

o: 501.374.2600  
f: 501.374.3639

[ddfconsulting.com](http://ddfconsulting.com)

November 6, 2015

Department of Planning and Development  
723 West Markham Street  
Little Rock, Arkansas 72201

**VIA Hand Delivery**

**RE: Certificate of Appropriateness**

Dear Planning and Development Members:

DD&F Building LLC and DD&F Building 2 LLC are submitting the attached application and support documents to receive a Certificate of Appropriateness for replacing existing signs at 521 Rock Street, 409 E 6<sup>th</sup> Street and 411 E 6<sup>th</sup> Street and add a new sign to 601 Rock Street. The current signage is approximately 20 years old. It is extremely weather worn and the old logos do not reflect our current corporate brand. The signage will be of higher quality materials, will complement the properties and will display DD&F's current corporate logo. The style of the signs themselves will preserve the historic elements of the old signs with a fresh and updated look that will make the DD&F offices more visible for clients and guests visiting our offices.

Attached to the Application are the legal descriptions for each property, detailed drawings of the new signs stating materials and construction features for the signs, and the surveys showing where the signs will be placed.

The signs will be placed in basically the same locations as the existing signs; making sure they are within the appropriate footage from the property line and other code requirements. The sign for the 521 Rock Street location will need to be a bit taller than the current sign. This is due to the increasing number of cars parked on 6<sup>th</sup> and Rock Streets that block visibility.

The new sign at 601 Rock Street will be at the corner of 6<sup>th</sup> and Rock and located so it can be seen by visitors coming down Rock Street and/or 6<sup>th</sup> Street. It will be well within the property lines.

DD&F Building LLC and DD&F Building 2 LLC are limited liability corporations established by the stockholders of DD&F Consulting Group in order to invest in office properties for the benefit of DD&F Consulting Group. Once properties are purchased by DD&F Building LLC or DD&F Building 2 LLC, they are leased to DD&F Consulting Group.

*Cover Letter*

Planning and Development Members      2  
Little Rock, Arkansas 72201

November 5, 2015

Thank you for your consideration of this request.

Sincerely,



Robert W. Fegly  
Managing Partner

RWF/sks

Attachments

Letter to Planning Commission  
11/05/15

*Cover Letter continued*